

CINCO DE MAYO PLANNER FACT SHEET & TALKING POINTS



Amigos Don't Let Amigos Drive Drunk This Cinco de Mayo

Remember to Designate a Sober Driver Before the 5th of May Celebration Begins

Cinco de Mayo has become a big night out for many, particularly young adults. But it is also a very dangerous night out because of alcohol or drug impaired drivers. Americans who drive while impaired on Cinco de Mayo make it a high-risk evening on the nation's roadways. Over the past 5 years since 1999, an average of 43 percent of all highway fatalities each year on May 5 and overnight into the early morning on May 6 were caused by impaired drivers with blood alcohol content (BAC) levels of 0.08 percent and above, according to the National Highway Traffic Safety Administration (NHTSA).

But much of this tragedy can be prevented by reminding all drivers of a few simple precautions:

- Whether you are just meeting a few friends after work or attending a Cinco de Mayo party, if you plan on using alcohol, never drink and drive while impaired - and never let your friends drive they show signs of impairment.
- Designating a sober driver before the local celebration begins and making sure friends don't Drive Impaired are just two of several, simple steps to help avoid a tragic crash or an arrest for impaired driving.
- If you are planning to use alcohol on Cinco de Mayo:
 - Remember to designate your sober driver before going out to celebrate;
 - Be sure and eat something during the evening; load up on the chips and salsa and other appetizers, and then enjoy your other favorite Mexican foods during the evening;
 - If drinking, don't even think about getting behind the wheel. Ask a sober friend for a ride home; call a cab, your local sober rides program, **(if your community has a local sober rides program, please insert the phone number here)** or friend or family member to come and get you; use other mass transit if available; or just stay where you are and sleep it off until you are sober;
 - Take the keys and never let a friend leave your sight if you think they are about to drive impaired.

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Impaired Driving is a Deadly Problem

- Impaired driving is one of America's deadliest problems. Nationally, in 2003, more than 17,000 people died in impaired driving-related highway crashes. Hundreds of thousands more were injured.
- Every 30 minutes, nearly 50 times a day, someone in America dies in an impaired driving-related crash. This means you, your friends, your family are regularly at risk.
- According to the National Highway Traffic Safety Administration (NHTSA), about three in every ten Americans will be involved in an impaired driving crash at some point in their lives.
- The rate of alcohol involvement in a fatal crash is more than three times as high at night than in other time periods.
- Although national impaired driving highway fatalities during 2003 declined slightly for the first time in several years (down three percent from 2002), there is still much more work to be done.
- Too many people still don't understand that alcohol, drugs and driving don't mix. Impaired driving is no accident – nor is it a victimless crime.
- Legislators and law enforcement officials are becoming even more vigilant in combating impaired driving. 2004 marked the first year that .08% blood alcohol content (BAC) laws have been enacted in all 50 states, the District of Columbia and Puerto Rico.

Impaired Driving Creates Serious Consequences

- The tragedies and costs from drinking and driving impaired do not just end at the potential death, disfigurement, disability and injury caused by impaired drivers.
- Driving impaired or riding with someone who is impaired is not worth the risk. The consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be really significant and not the way you want to celebrate Cinco de Mayo.
- Violators often face jail time, the loss of their driver's license, higher insurance rates, and dozens of other unanticipated expenses from attorney fees, other fines and court costs, car towing and repairs, lost time at work, etc.
- Plus, there is the added embarrassment, humiliation, and potential loss and consequence after informing family, friends, and employers.
- And remember on Cinco de Mayo, *Amigos Don't Let Amigos Drive Drunk.*

**Amigos don't let
Amigos drive drunk.**

Designate a sober driver.